

# "PENNY A CALL IN YOUR BORO." PHONE SLOGAN

Telephone and Telegraph  
Forum Organized to  
Obtain Fair Rates.  
TO AID SUBSCRIBERS.

They Will Be Welded Into a  
Force That Will Bring  
About Reductions.

While the revision of telephone rates in New York City drags along slowly before the Public Service Commission, a fresh movement on behalf of overcharged subscribers has been inaugurated. This has been launched under direction of John D. Gluck, who has been prominent in numerous public undertakings as director and organizer.

The Telephone and Telegraph Forum, Inc., has been formed. Its certificate of incorporation states that "its object is to cause reasonable telephone and telegraph rates in the city of New York and elsewhere."

The incorporators are given as: Messrs. A. Ely, John J. Wise, J. Lawrence Griffith, John D. Gluck, Charles L. Peabody, Lester L. Mayer, Samuel Blumgarten and William E. Fitch.

"Our plan," said Mr. Gluck, "is to organize the telephone subscribers and users of New York into a force that will effectively bring about reductions in rates. The up-State Public Service Commission, following numerous hearings, will either affirm the present rates or fix new ones. Following their decision, it may be years before we have another opportunity to successfully prosecute our cause."

"This Forum holds itself out as the direct representative of the subscribers of New York City. We have a set and concrete programme. Our plan goes straight to the mark. It does not call for destruction and in the end it will prove as big a boon to telephone company as to telephone subscriber."

"Our plan is to create a general campaign by a new, effective and economic publicity system. Our slogan is, 'A penny a call in your borough.' And we can demonstrate even in the telephone company that it can make money at a penny a call."

"Anybody may join the Forum free of cost. It is the people's forum, entirely supported by popular subscription. It rests entirely with the people whether or not the organization will be strong. It has engaged competent legal, actuarial and investigation talent for services to the telephone subscriber."

"I endorse the slogan of the Bell Telephone Company for 'one policy, one system, universal service,' but I maintain that the rates charged New Yorkers are inequitable and unfair. I agree with President Vail that the telephone is one of the greatest gifts to mankind and that the companies constitute one of the best maintained and operated organizations in the world, but the average New Yorker is made to pay too much for service."

"The great difficulty in arriving at reasonable rate schedules is because the small army of actuaries employed by the New York Telephone Company can quickly confuse and divert the aim of our organization. I am prepared to demonstrate the reasonableness of our demand."

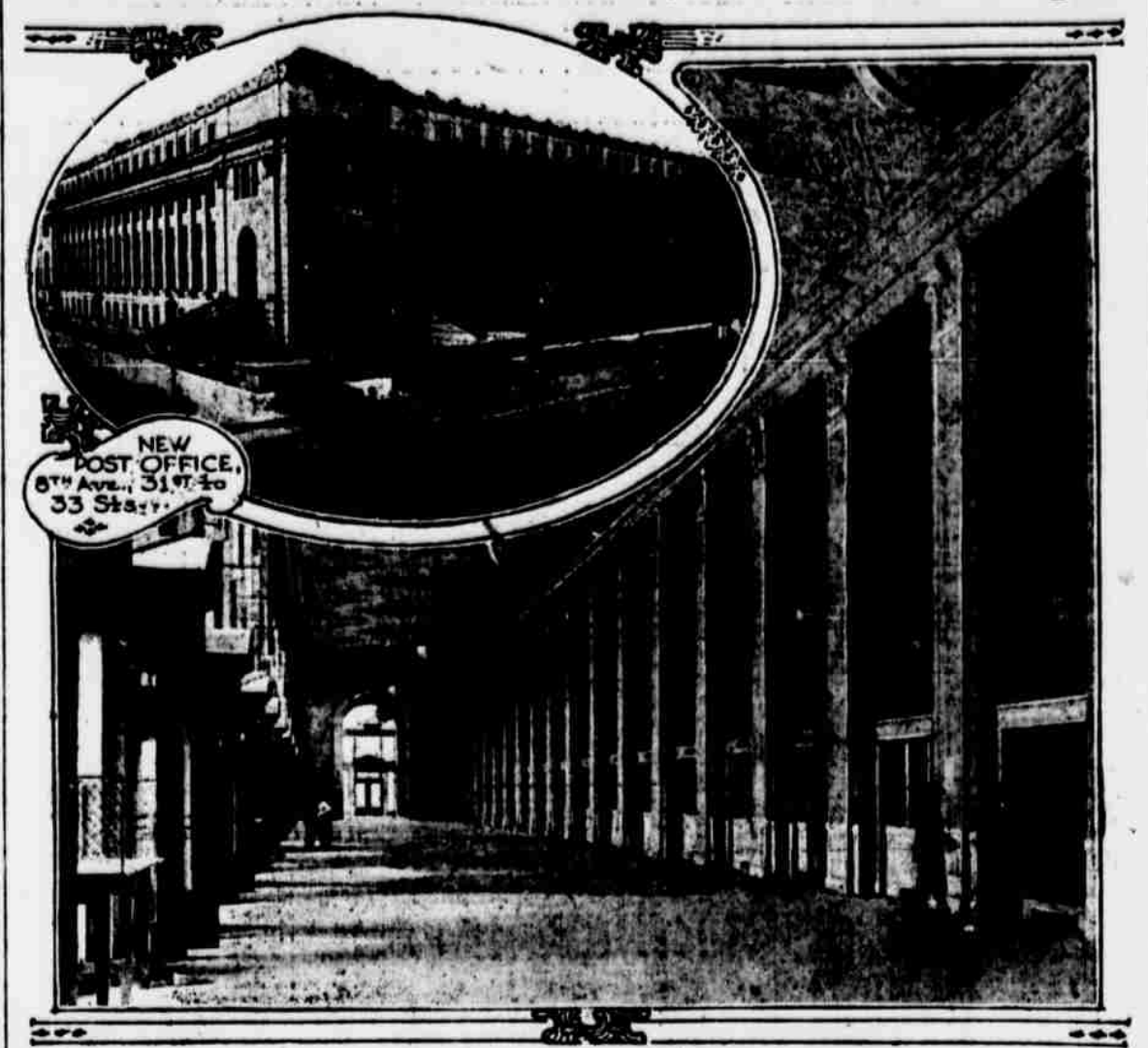
"Organization will be by Assembly Districts and a start has been made in the Twenty-ninth of Manhattan. Headquarters have been established at No. 56 East Fifty-ninth street, members enrolled and petitions circulated."

In carrying out the slogan of "a penny a call in your borough," the Telephone Forum has proposed a reduced rate schedule unique in character. It provides for a fixed annual charge of \$30 per year for installation and maintenance of a telephone and a charge of one cent for each call within the local zone area, with graded charges up to five cents per call for more distant zones. This would make the charge for a telephone in Manhattan or Brooklyn using 600 local calls per year \$30 for installation and \$6 for calls. The total of \$36 compares with the present charge of \$48, less 10 per cent. reduction.

## Lung Trouble Yielded to This Medicine

If you are suffering with serious lung trouble, it will pay to fully investigate Eckman's Alternative, a remedy which has caused many recoveries. One follows: "I was afflicted with lung trouble in the winter of 1908. I had an attack of pneumonia, followed by bronchitis and later by lung trouble. In the winter of 1909 I had a cough, night sweats, fever, and rapid quantities of sputum. At one time three or four successive days I was unable to sleep. I was ordered to the mountains, but did not go. Eckman's Alternative was recommended by a friend. After taking a small quantity I had the first quiet night's sleep for weeks. My temperature gradually subsided until, entirely gone. I am perfectly well." (Anecdote.)

## New York's New \$6,000,000 Post Office, Finest in the World, Is Thrown Open



THE PUBLIC CORRIDOR, 8TH AVE. FRONT  
By World Staff Photographers

Marble Corridor, Two Blocks  
Long, Most Impresses  
Admiring Crowds.

New York's immense and magnificent new Post Office, the largest and finest in the world, is being visited today by thousands of admiring holiday makers. The great building, which extends along Eighth Avenue from Thirty-first to Thirty-third streets, was opened for business when Post-

master Morgan and his staff took up quarters yesterday, but not until tomorrow will the force which mans the new structure have a full work-day.

The vast corridor of the \$6,000,000 building is the object of especial admiration on the part of visitors. It is two blocks in length, has walls of fine marble and its ceiling is embellished with the seals of the nations in the Postal Union.

Opening off that corridor is a single room covering nearly an acre, in which city mail and outgoing domestic

mails are handled. The mahogany finished offices of the Postmaster and his immediate staff are on the third floor.

The stamp and mail distributing windows were open yesterday until 11 o'clock and until 10 o'clock this morning. To-morrow the regular post office hours will be in effect.

The Supervising Architect of the United States Treasury said he wished this post office to be "the ideal." Experts who have inspected the building express the opinion that he has realized his wish. The appointments are the finest and most complete known.

The General Post-Office in the old Federal Building will continue to act as a distributing plant for the downtown mails. The only branch where service has been discontinued as a result of the opening of the new building is at Station E, Thirty-second street near Sixth Avenue.

## POPE BENEDICT XV. CROWNED; RECEIVES AMERICAN CARDINALS

Ceremony of Coronation Impressive, but Pomp Avoided  
Because of War.

ROME, Sept. 7.—The coronation of Pope Benedict XV., which took place yesterday in the Sistine Chapel, was imposing in its solemnity. The Sistine Chapel was used in order to avoid pomp during the war. The entire Pontifical Court, members of the Roman aristocracy and the family of the Pontiff were present.

The entire armed corps of the Holy See saluted the passage of the procession, which was formed in the Pope's apartments and then proceeded to the Pauline Chapel, where the adoration of the Holy Sacrament was celebrated.

In the procession were high dignitaries of the Papal Court, Patriarchs, Archbishops and Oriental Bishops.

From the Pauline Chapel the procession moved to the Sistine Chapel, where a mass was said. After the indulgences the sub-deacon placed the mitre on the arm of the Pope, who sat down while the Cardinals of the Diocese of Rome recited the coronation prayer.

The Pope then mounted the altar and a Cardinal placed the pallium on his shoulders. At this moment Benedict XV. received the last adoration of the Cardinals, Bishops and Abbots. Then he read the Introit, intoned the Gloria and resumed his seat on the throne.

The scene, with Pope Benedict seated in the sedia gestatoria preceded by the bearers of the Triple Crown and flanked by the bearers of the celebrated feather fans, and sixty Cardinals in their full vestments, was a striking one.

When the ceremony ended, the Pope was received with loud acclaim by those present.

Later in the day Pope Benedict received successively in private audience Cardinals Gibbons, Farley and O'Connell, who presented their suites and some American friends to the Pontiff.

PARCEL POST EXHIBITS.  
Government Advertising Campaign Now Under Way at Fair.

WASHINGTON, Sept. 7.—Post-Office officials looked forward today to the immediate expansion of the parcel post as the result of an advertising campaign now under way at State and county fairs. Postmasters throughout the country established parcel post exhibits at the fairs, particularly emphasizing the value of quick exchange between city dwellers and producers of the farms.

## KILLS WIFE AND SHOTS SELF AT APARTMENT DOOR

"She Done Me Dirt," Negro Assassin Declares, When Found in Hallway.

Tenants of Suzzara Court, No. 130 West Ninety-fifth street, were startled by the sounds of five revolver shots to-day and rushed into the hall to find Josephine Knight, a negro maid, lying dead in the hallway outside the door of the apartment on the sixth floor of a Miss Huntley, by whom she was employed.

Josephine Knight, who was found by two bullets in the head, was a negro who said he was her husband Edward.

"She done me dirt," was all the negro would say, repeating it over and over again. He had followed the girl into the building and, explaining to the elevator boy that it was his wife he sought, was allowed to ascend to the sixth floor.

The elevator boy descended before the shooting began, so no one saw it. The girl had three bullets in the back which Dr. Manning, who was called from the hospital, said had killed her instantly. Knight's condition is serious. He said he lived at No. 126 West One Hundred and Twenty-fourth street. He was taken to the hospital a prisoner.

## FLEES INTO POLICE STATION.

Alleged Burglar Seeks Refuge From Policeman and Is Arrested.

Trying to escape from a policeman who was shooting at him, Anthony Teranovich of No. 83 Metropolitan avenue, Williamsburg, early to-day ran into the Bedford avenue police station, not far from the corner of that street and Broadway, where he was seized by Police-  
man Snedeker, who is said to have been surprised while committing a burglary. He tried to get a revolver which was stuffed into his sock. Before he could draw the weapon Snedeker knocked him down with his club.

Teranovich, from whom the man was trying to escape, says he saw Teranovich crawling out of a broken window in Frank Pinkus's saloon, at No. 267 Kent avenue, with a bundle in his arms. The man ran at sight of O'Connor, who fired five shots in the air as he gave chase.

## NO ITCHING, NO SORENESS, AFTER POSLAM

What grateful relief as soon as you apply Poslam for any skin aggravation. The awful itching that sets you nearly wild is stopped at once. Soon you see that the trouble is under control. Then it disappears. Your skin is clear again. The remedy that will do this merits your first thought whenever your skin ails, no matter whether the affliction is Eczema, Acne, Psoriasis, Pimples, Rash, Inflammation.

Your druggist sells Poslam. For free sample write to Emergency Laboratories, 32 West 25th Street, New York.

Poslam Soap, for toilet and bath, is a daily benefit and delight. Superior because medicated with Poslam. 25 cents and 10 cents.

## IN FIVE MINUTES NO SICK STOMACH, INDIGESTION, GAS

"Pape's Diapiesin" is the  
quickest and surest  
Stomach relief.

If what you just ate is souring on your stomach or lies like a lump of lead, refusing to digest, or you belch gas and eructate sour, undigested food, or have a feeling of dizziness, heartburn, fullness, nausea, and gas in the stomach, Pape's Diapiesin, you can surely get relief in five minutes.

Ask your pharmacist to show you the formula, plainly printed on these fifty-cent cases of Pape's Diapiesin, then you will understand why dyspeptic troubles of all kinds must go, and why it relieves sour, out-of-order stomachs or indigestion in five minutes. "Pape's Diapiesin" is harmless; tastes like candy, though each dose will digest and prepare for assimilation into the blood all the food you eat, besides, it makes you more of a table with a healthy appetite; but what will please you most, is that you will feel that your stomach and intestines are clean and fresh, and you will not need to resort to laxatives or liver pills for biliousness or constipation.

This city will have many "Pape's Diapiesin" cranks, as some people will call them, but you will be enthusiastic about this splendid stomach preparation, too, if you ever take it for indigestion, gas, heartburn, sourness, dyspepsia, or any stomach misery.

Get some now, this route, and rid yourself of stomach misery and indigestion in five minutes.

## GRAND RAPIDS FURNITURE

FREE  
With Every  
Purchase  
of \$75  
\$1 Week  
OPENS AN ACCOUNT  
CREDIT TERMS  
3 Down '50 '6 Down '100  
4 Down '75 '9 Down '150  
Open Saturday Evenings  
104 ST. L STATION AT CORNER

FISHER BROS  
COLUMBUS AVE.  
RET 103 & 104 ST

## HEBREW SOCIETY ASKS AID. Finds Its Charity Fund Depleted Because of Increase of Needy.

Statistics compiled by the United Hebrew Charities show that there has been an increase of 750 cases of families asking for aid this year as compared with last year, and the additional pressure upon the resources of the society has exhausted its general fund.

For the current year the increased need of the Jewish poor caused a deficiency of \$45,000 toward which amount \$35,000 has been borrowed. The society finds itself in a most critical situation, as it depends entirely upon voluntary contributions, and it has sent out an appeal to all co-religionists for contributions, even though it may mean a personal sacrifice, so that the work may go on.

## TROUSERS AS DEATH ROPE. But Man Who Tries Suicide in Cell Is Seen in Time.

Charged with having tried to kill himself, John Borgi, twenty-three years, of No. 40 Kammer street, is both prisoner and patient in Bellevue to-day. Borgi was arrested in the restaurant of Benjamin Goldman, at No. 597 Water street, on the complaint of the owner of the place, who said Borgi had become violent and had broken dishes and furniture. Soon after he had been put in a cell in the Madison street police station Borgi was found hanging. He had taken off his trousers, made a noose of one leg and fastened the other to the top of the cell door. Patrolman Dugan and a doorman took him down. Then Borgi butted the cell door with great force.

## CAN'T HAVE OWN MONEY. Victim of Theft Wanted to Buy Mourning Clothes.

Leo Gewatitch, a boarder in the home of the Baroness Lena von Schack, No. 745 Forest avenue, the Bronx, who, according to the coroner's office, committed suicide by throwing himself from a window of her home Friday evening, was arraigned in the Morrisania Police Court to-day charged with having stolen \$21 from A. T. von Schack, a son of the Baroness.

When Gewatitch had been held for trial in \$500 bail young von Schack asked that he be permitted to have the \$21, which the police are holding as evidence in the case. He pleaded that he had no ready money and wanted to use the \$21 to buy mourning clothes for his mother's funeral to-morrow. Magistrate Kretzel rejected his plea, saying the money has to be held until the case has been disposed of.

## The John Wanamaker Store

TODAY—The Closed Store Makes Its  
Silent Speech for the Workingman  
TOMORROW—We Shall Be in Full  
Blast Inaugurating  
Our Fall Business

## Some Very Fine ORIENTAL RUGS Are Turned Over to Us

To Be Sold, Beginning Tomorrow, for Very Little

Beloochistan, Dagestans,  
Pergamos and Mossuls in  
sizes up to 4 ft. 1 in. x 6 ft.  
9 in.; \$8.50, \$12.50 and  
\$16.75.

Remarkable values.  
Selected Anatolian Mats  
(Pergamos), \$7.25.  
Exquisite pieces.

Saruk rugs about 3½ ft.  
x 5 ft., \$25 and \$35.

An exceptionally fine assortment in choice colorings.  
Kermanshah rugs, a limited quantity, about 8 ft. x 4½ ft., \$22.50; about 4½ ft. x 6 ft., soft, rich colorings, \$30.

Three lots of Mossul rugs, sizes about 4 x 6½ ft., \$20, \$25 and \$29.50. Exceptional quality, many of them very beautiful.

## A Treat Just to Look at

A small variety of rugs—not exceeding 150—including rare antique pieces and some choice pieces of Kabistan, Bokhara, Kazak, Iran, Pergamos and Kurdistan, sale prices, \$35 to \$56.

## Asia Minor Rugs

Probably the last shipment that will reach New York for some time.

Very varied in character of design and color; sizes from 9 ft. 6 in. x 6 ft., up to 13 ft. 11 in. x 9 ft. 10 in.; of extreme durability. Suitable for all rooms.

Sale prices, \$85 to \$207

Second Gallery, New Building.

## Linens Are Not On a War Basis Here

This News Shows It

Double damask satin napkins ordered from Ireland two months ago and held in reserve for Autumn refurnishing just unpacked now and offered at \$6.75 dozen. That is less than the wholesale price at the time we bought them.

27 inches wide; five beautiful patterns—impossible to duplicate them at or near the price after this small lot has gone.

## New Scotch Tablecloths

Substantial linen woven by the canny Scotch so that they have round centers and corner designs which can be used on either round or square tables.

Ordered last spring and

## Arrived from Paris The New Lace Curtains —Extra Fine

Laces, embroidery, mounting—everything made by hand by the expert lace-workers of the French provinces; everything but the scrim, etamine or net, and these are of a quality more uniformly better than we have been receiving from Paris.

The designs are our own. Particularly pleasing is the success we have met with in bringing the finer qualities within the range of lower prices. Lace panels, for example, start at \$7.50 each. Last season our low price was \$16.50.

Stores, long curtains and sash curtains—the same is true of them all.

Particularly pleasing is the success we have met with in bringing the finer qualities within the range of lower prices. Lace panels, for example, start at \$7.50 each. Last season our low price was \$16.50.

—of cluny, filet, Venice, Point Flanders, antique laces and embroidery in combination;

—of Marie Antoinette designs;

—in cluny linen lace designs.

## And of the New Swiss, Scotch and American Curtains

—the exquisitely fine Brussels laces;

—the heavier corded tambour laces;

—the new designs in Irish point;

—the two-tone novelty lace effects;

—the best Scotch madras that ever came out of Scotland.

Third Gallery, New Building.

It was a problem to make children eat enough whole wheat—until "Force" came.

A BOON TO SCHOOL CHILDREN.  
Sanitary drinking cups FREE. Five in box to be given away for the cereal printed in next Sunday's World. So get your order for next Sunday's World in early.